

ATLANTA CITY COUNCIL

CEASAR C. MITCHELL COUNCILMEMBER POST 1 AT-LARGE

April 26, 2005

55 TRINITY AVENUE, S.W. SECOND FLOOR EAST ATLANTA, GEORGIA 30303 DIRECT (404) 330-6052 MAIN (404) 330-6030 FAX (404) 658-6562 E-MAIL comitchell@atlantaga.gov

The Honorable Lisa Borders President, Atlanta City Council

Dear President Borders;

It is with a great deal of pleasure that we reappoint Ms. Dorthy Hurst to the Human Relations Commission.

This nomination comes without reservation whereas Ms. Hurst is more than qualified to serve on the Human Relations Commission. A copy of her resume is attached for your review.

Sincerely,

Carla Smith
Council District 1

Cleta Winslow
Council District 4

Debi Starnes
Council District 2

Ivory Lee Young, Jr. Council District 3

Ceasar C. Mitchell

Post 1 At-Large

CONFIRMED BY

MAY 1 6 2005

COUNCIL

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BY:____

Dorthey Hurst

Objective

To develop long term growth and career opportunities by fully utilizing my sales training, training development, management, leadership and organizational skills.

Work experience

Georgia State University

2005-Present

Instructional Designer

Contract to develop PoepleSoft System Training for the Human Resource department.

Cingular Wireless

2001-Present

Curriculum Designer

- The Merger of two larger wireless carriers required a Common Service Experience (CSE). Managed
 the development of the Product and Services CSE courses for the combined New Company to
 include all sales channels for the Merger Training. Produced a total of 6 Web Based training course
 and 44 job aids.
- Frequent new product launches with complex offering were not meeting the needs of our
 customers. Implemented in the Business Channel the Manager Assessment Packet (MAP)
 including training managers to use, deliver and manage results. The MAP is the first training tool for
 mangers to reinforce and manage the knowledge and applications of new product launches within a
 manager's respective team.
- Complex data product launches with expectations of higher revenues in data sales and reps at different levels of knowledge of the basics. Assisted in the creation of Cingular's Data Certification Training program. On the job development and verification of the Level 1 curriculum which includes modified content for Retail Sales, Business Sales, Telesales, Indirect and Agent.
- Rapid deployment of complex handsets/devices with training that was manufacture specific and
 inconsistent with Cingular's message. Negotiated and interface with all handset and device
 manufacturer to repurpose their exiting training materials to develop a Cingular Handset/Device
 training curriculum. Accomplished moving manufactures from a generic training format to specific
 training modules developed with Cingular specification and standards. Responsible for the
 development and implementation of Handset/Device training for all sales channels including
 implementation on Cingular University (Agent/Dealers).
- Either responsible for the complete development of training course or Project Management of
 outside vendors from High Level Design to completion of project within the time and dollars allotted.
 Work with Marketing, Product Development, Handset/Device Manufactures and Sales Channels to
 deliver a product that meet the customer's needs.
- On the job accomplishment including being the creative in development of all the templates used by the new product team for training development for Web Based training, Centra and job aids.
 Development include Web-based as well as Instructor-led-Training.
- Train-the-trainers on completed Instructor-led training.

1997 - 2001

BellSouth Cellular

Atlanta, Georgia

Corporate Sales Trainer

Responsible for preparing, delivering, coordinating and following to completion all assigned sales training and projects for company wide direct sales force. Travel up to 90% of the time to deliver training within each market.

- Work as Subject Matter Expert (SME) with Corporate Designer to keep training on target and up-todate; in training design for outside and indirect sales channel.
- Liaison for Sales Training Department and the Wireless Data Division.
- Responsible for approval of Retail Computer Base and On-the-Job Training program.
- Responsible for certifying trainers on BellSouth licensed programs; Train-the –Trainer on all other Instructor Led programs.

Sales and Service Manager (Northlake Store)

- Managed and dealt with day to day activities of one of Atlanta's largest and oldest company owned wireless retail stores – test store for new merchandising layout for BellSouth Mobility and Affiliate Products
- Responsible for store promotions to drive community involvement.
- · Responsible for maintaining budgetary headcount by recruiting and hiring associates at all levels.

1990 – 1997 Constant Communications, Inc. Atlanta, Georgia General Manager (AirTouch Cellular Agency)

- Created and implemented company's administrative, sales and service procedures; sales training manual
- · Created and developed company's reporting system.
- Created and developmental force on all advertising and promotional programs.
- · Negotiated all contracts on behalf of agency.
- Managed the day-to-day store operations which included training and developing of sales, service
 and administrative associates, booking and presenting at trade shows; telemarketing by having a
 vast knowledge of the latest equipment and understanding the customer needs.
- Liaison between company and AirTouch.

Education 1973 – 1978 University of Wisconsin Milwaukee, Wisconsin

Additional Education Dale Carnegie Effective Speaking and Communication

BellSouth Cellular

Facilitation Workshop

Training Generalist - Langevin Classes

- Instructional Design for New Designers
- Training Needs Analysis
- Instructional Techniques for New Instructors
- 25 Creative Ways to Add Excitement to your Training
- Writing Skills for Trainers

Center for Effective Performance

- Analyzing Performance Problems
- Criterion Reference Instruction Workshop
- Instructional Module Development

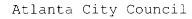
Computer Literate

Achievement/ Volunteerism:

· Woodruff Park, Advisory Board

Volunteerism • Special Olympics

- Atlanta Downtown Neighborhood Association, Inc.
- Board of Directors, Friends of the Margaret Mitchell Library
- Child Advocate Special Appointed (CASA) Fulton County
- Centennial Park volunteer



Regular Session

MULTIPLE

05-C-0782 <u>0</u>5-C-07<u>84</u> 05-C-0876

CONFIRM

YEAS: 14

NAYS: 0

ABSTENTIONS: 0

NOT VOTING: 1

EXCUSED: 0

ABSENT 1

Y Smith Y Archibong Y Moore Y Starnes B Fauver Y Martin Y Norwood Y Young Y Shook Y Maddox Y Willis Y Winslow Y Muller Y Sheperd NV Borders

Y Mitchell Y Norwood Y Willis